

~~Rev~~ Ver. 2 # 54244 \$ 5,650

From: Jacobs, Sarah
Sent: Thursday, September 06, 2012 10:30 AM
To: Dienger, Whitney
Subject: Fwd: N/A's WKRC Mandel - URGENT

Sarah Jacobs
Local Sales Manager
WKRC Local 12 Cincinnati
513/763-5672

Begin forwarded message:

From: Whitney Eversole <WEversole@strategicmediaplacement.com>
Date: September 6, 2012 10:12:18 AM EDT
To: "Jacobs, Sarah" <SJacobs@local12.com>
Subject: RE: N/A's WKRC Mandel - URGENT

Ok, thanks..... who watched tennis anyways?

From: Jacobs, Sarah [<mailto:SJacobs@local12.com>]
Sent: Thursday, September 06, 2012 10:06 AM
To: Whitney Eversole
Cc: Dienger, Whitney
Subject: N/A's WKRC Mandel - URGENT

N/A due to US Open Coverage (sorry I didn't catch upon entry)

9/3 - 5-530pm @\$1200

9/7 - 4-430pm set of bookends at 150 each

9/7 - 430-5p set of bookends at 150 each

9/7 - 5-530pm set of bookends at 175 each

9/7 - 530-6pm @\$400

Total N/A \$2550

MKGD

9/7 - Noon News \$500 (bookends at \$250 each) p3

9/7 - 730-8pm \$250 (bookends at \$125 each) p4

9/7 10-11pm Blue Bloods \$800 (bookends at \$400 each) p4

9/9 Sixty Minutes \$800 (bookends at \$400 each) p4

9/10 - 6-7a \$200 (Bookends at \$100 each) p4

Total \$2550

Please reply to all with acceptance as soon as you can. My Whitney will input
mkgd.

Thanks!

SAJ

Sarah Jacobs
Local Sales Manager
WKRC CBS 12/Local 12.2 The CW Cincinnati

54244

Order / Rev:

54244

Advertiser: Josh Mandel fo OHlo US Senate

Alt Order #:

Product Desc: 2657 Oh Us Senate

Local 12 WKRC-TV

Flight Dates:

09/06/12 - 09/10/12

Estimate: 2657

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	WKRC	09/09/12	09/09/12	News makers News makers	CM	11a-1130a	-----1:15/15	1	1	\$200.00	P-3	0.00	BK	1	\$200.00
<div> <div>Start Date</div> <div>End Date</div> <div>Weekdays</div> <div>Spots/Week</div> <div>Rate</div> <div>Rating</div> </div> <div> <div>Week: 09/03/12</div> <div>09/09/12</div> <div>-----1</div> <div>1</div> <div>\$200.00</div> <div>0.00</div> </div>															
N 4	WKRC	09/07/12	09/10/12	5p Local 12 News at Five	CM	5:00 PM-5:30 PM	1---1--	15:15	2	\$350.00	P-3	0.00	BK	1	\$350.00
<div> <div>Start Date</div> <div>End Date</div> <div>Weekdays</div> <div>Spots/Week</div> <div>Rate</div> <div>Rating</div> </div> <div> <div>Week: 09/03/12</div> <div>09/09/12</div> <div>-----1</div> <div>1</div> <div>\$350.00</div> <div>0.00</div> </div>															
<div> <div>Spot</div> <div>Ch</div> <div>Date Range</div> <div>Description</div> <div>Start/End Time</div> <div>Weekdays</div> <div>Length</div> <div>Rate</div> <div>Rtg</div> <div>Type</div> </div> <div> <div>1</div> <div>WKRC</div> <div>09/03/12-09/09/12</div> <div>5p Local 12 News at Five</div> <div>5:00 PM-5:30 PM</div> <div>5:00 PM-5:30 PM</div> <div>-----F-----</div> <div>15:15</div> <div>(\$350.00)</div> <div>0.00</div> <div>BK</div> </div>															
<div>See MG 9.2,9.3,9.4</div> <div>[Program Change -No Return]</div>															
Week: 09/10/12	09/16/12	1-----	1	\$350.00	0.00										
N 5	WKRC	09/10/12	09/10/12	5p Local 12 News at Five	CM	5:30 PM-6:00 PM	1-----	15:15	1	\$400.00	P-3	0.00	BK	1	\$400.00
<div> <div>Start Date</div> <div>End Date</div> <div>Weekdays</div> <div>Spots/Week</div> <div>Rate</div> <div>Rating</div> </div> <div> <div>Week: 09/03/12</div> <div>09/09/12</div> <div>-----1</div> <div>1</div> <div>\$900.00</div> <div>0.00</div> </div>															
Week: 09/10/12	09/16/12	1-----	1	\$400.00	0.00										
N 6	WKRC	09/06/12	09/06/12	6p Local 12 News at Six	CM	6p-630p	---1---	15:15	1	\$900.00	P-2	0.00	BK	1	\$900.00
<div> <div>Start Date</div> <div>End Date</div> <div>Weekdays</div> <div>Spots/Week</div> <div>Rate</div> <div>Rating</div> </div> <div> <div>Week: 09/03/12</div> <div>09/09/12</div> <div>---1---</div> <div>1</div> <div>\$900.00</div> <div>0.00</div> </div>															
N 7	WKRC	09/08/12	09/08/12	US Open	CM	12:00 PM-6:00 PM	-----2-	15:15	2	\$500.00	P-2	0.00	BK	2	\$1,000.00
<div> <div>Start Date</div> <div>End Date</div> <div>Weekdays</div> <div>Spots/Week</div> <div>Rate</div> <div>Rating</div> </div> <div> <div>Week: 09/03/12</div> <div>09/09/12</div> <div>-----2-</div> <div>2</div> <div>\$500.00</div> <div>0.00</div> </div>															
N 8	WKRC	09/07/12	09/07/12	4p Local 12 News at Four	CM	4:00 PM-4:30 PM	----1--	15:15	1	\$300.00	P-3	0.00	BK	0	\$0.00
<div> <div>Start Date</div> <div>End Date</div> <div>Weekdays</div> <div>Spots/Week</div> <div>Rate</div> <div>Rating</div> </div> <div> <div>Week: 09/03/12</div> <div>09/09/12</div> <div>----1--</div> <div>1</div> <div>\$300.00</div> <div>0.00</div> </div>															
<div> <div>Spot</div> <div>Ch</div> <div>Date Range</div> <div>Description</div> <div>Start/End Time</div> <div>Weekdays</div> <div>Length</div> <div>Rate</div> <div>Rtg</div> <div>Type</div> </div> <div> <div>1</div> <div>WKRC</div> <div>09/03/12-09/09/12</div> <div>4p Local 12 News at Four</div> <div>4:00 PM-4:30 PM</div> <div>4:00 PM-4:30 PM</div> <div>-----F-----</div> <div>15:15</div> <div>(\$300.00)</div> <div>0.00</div> <div>BK</div> </div>															
<div>See MG 9.2,9.3,9.4</div> <div>[Program Change -No Return]</div>															
N 9	WKRC	09/07/12	09/07/12	4p Local 12 News at Four	CM	4:30 PM-5:00 PM	----1--	15:15	1	\$300.00	P-3	0.00	BK	3	\$1,800.00
<div> <div>Start Date</div> <div>End Date</div> <div>Weekdays</div> <div>Spots/Week</div> <div>Rate</div> <div>Rating</div> </div> <div> <div>Week: 09/03/12</div> <div>09/09/12</div> <div>----1--</div> <div>1</div> <div>\$300.00</div> <div>0.00</div> </div>															
<div> <div>Spot</div> <div>Ch</div> <div>Date Range</div> <div>Description</div> <div>Start/End Time</div> <div>Weekdays</div> <div>Length</div> <div>Rate</div> <div>Rtg</div> <div>Type</div> </div> <div> <div>1</div> <div>WKRC</div> <div>09/03/12-09/09/12</div> <div>4p Local 12 News at Four</div> <div>4:30 PM-5:00 PM</div> <div>4:30 PM-5:00 PM</div> <div>-----F-----</div> <div>15:15</div> <div>(\$300.00)</div> <div>0.00</div> <div>BK</div> </div>															
<div>See MG 9.2,9.3,9.4</div> <div>[Program Change -No Return]</div>															
2	WKRC	09/07/12-09/07/12	Fri	Reg 3		FRI 10p-11p				\$800.00		0.00	BK		
<div> <div>Spot</div> <div>Ch</div> <div>Date Range</div> <div>Description</div> <div>Start/End Time</div> <div>Weekdays</div> <div>Length</div> <div>Rate</div> <div>Rtg</div> <div>Type</div> </div> <div> <div>2</div> <div>WKRC</div> <div>09/07/12-09/07/12</div> <div>Fri Reg 3</div> <div>4:30 PM-5:00 PM</div> <div>4:30 PM-5:00 PM</div> <div>-----F-----</div> <div>15:15</div> <div>(\$800.00)</div> <div>0.00</div> <div>BK</div> </div>															
3	WKRC	09/09/12-09/09/12	Sun	Reg 1		7p-8p				\$800.00		0.00	BK		
<div> <div>Spot</div> <div>Ch</div> <div>Date Range</div> <div>Description</div> <div>Start/End Time</div> <div>Weekdays</div> <div>Length</div> <div>Rate</div> <div>Rtg</div> <div>Type</div> </div> <div> <div>3</div> <div>WKRC</div> <div>09/09/12-09/09/12</div> <div>Sun Reg 1</div> <div>4:30 PM-5:00 PM</div> <div>4:30 PM-5:00 PM</div> <div>-----Su-----</div> <div>15:15</div> <div>(\$800.00)</div> <div>0.00</div> <div>BK</div> </div>															
4	WKRC	09/10/12-09/10/12	6a	Good Morn Cincinnati		6a-7a				\$200.00		0.00	BK		
<div> <div>Spot</div> <div>Ch</div> <div>Date Range</div> <div>Description</div> <div>Start/End Time</div> <div>Weekdays</div> <div>Length</div> <div>Rate</div> <div>Rtg</div> <div>Type</div> </div> <div> <div>4</div> <div>WKRC</div> <div>09/10/12-09/10/12</div> <div>6a Good Morn Cincinnati</div> <div>4:30 PM-5:00 PM</div> <div>4:30 PM-5:00 PM</div> <div>M-----</div> <div>15:15</div> <div>(\$200.00)</div> <div>0.00</div> <div>BK</div> </div>															
Totals														13	\$5,650.00

+850